Five Points Station Transformation

Riders' Advisory Council
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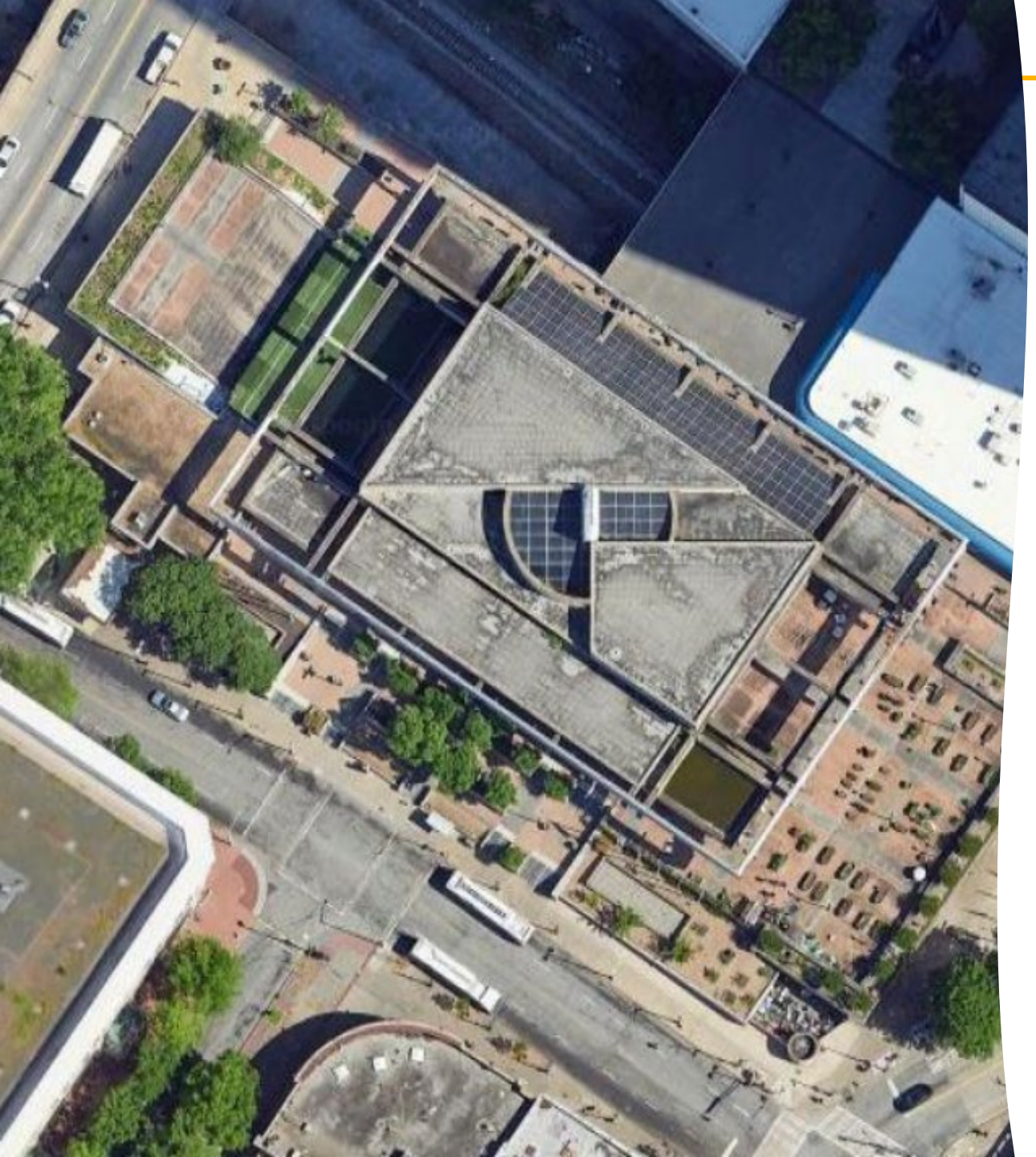
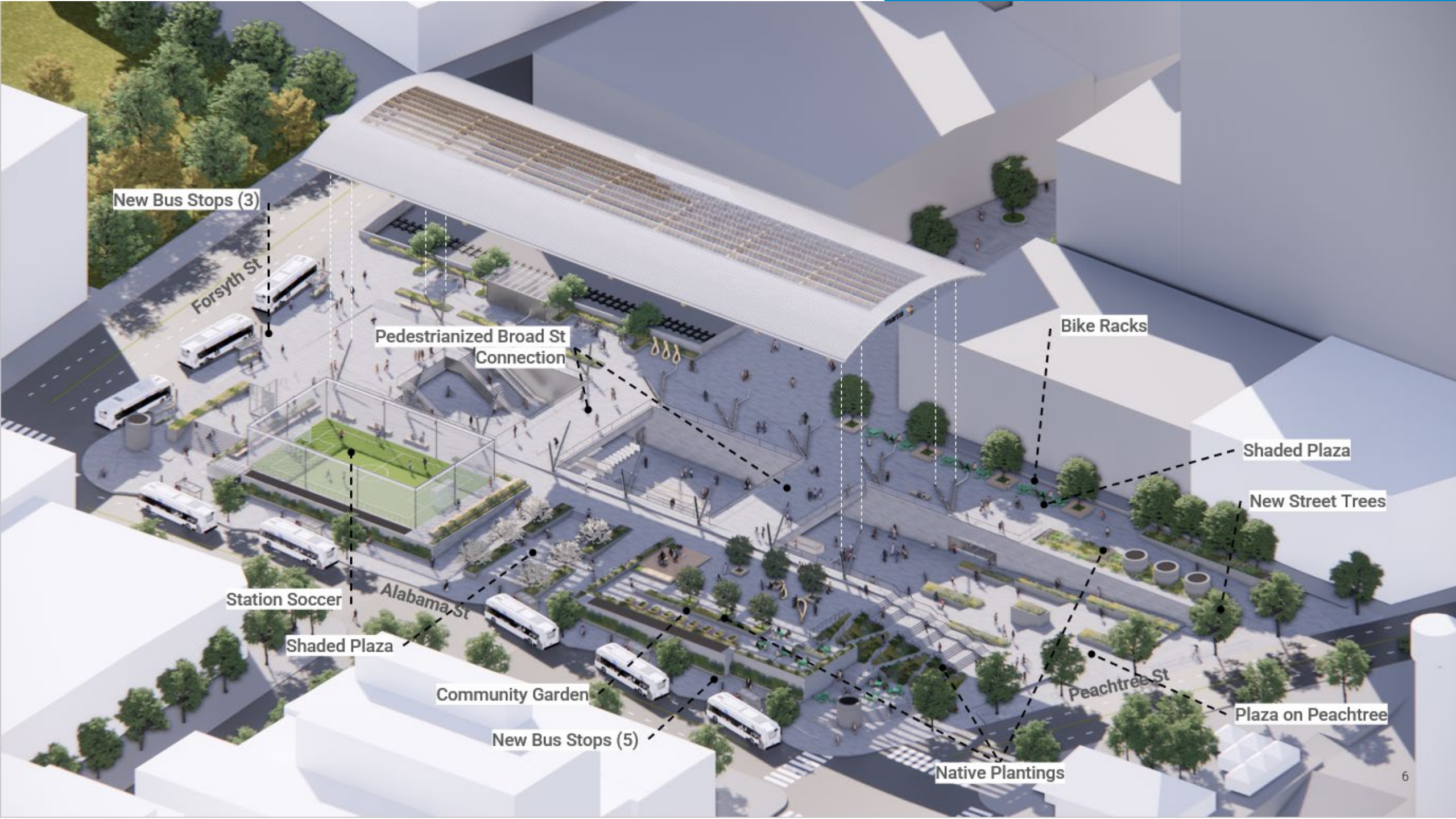


Project Goal

To create a world class transit hub and public square for people with programmed events, with minor disruption to MARTA operations and/or inconvenience to MARTA patrons.

Project Scope

Deconstruction of the Brutalist Architecture concrete canopy structure (street level to the rooftop) and concourse, improving access to rail and bus operations, including a new bus station, and designing a new destination for the people of Atlanta that is better connected to the surrounding Five Points neighborhood.

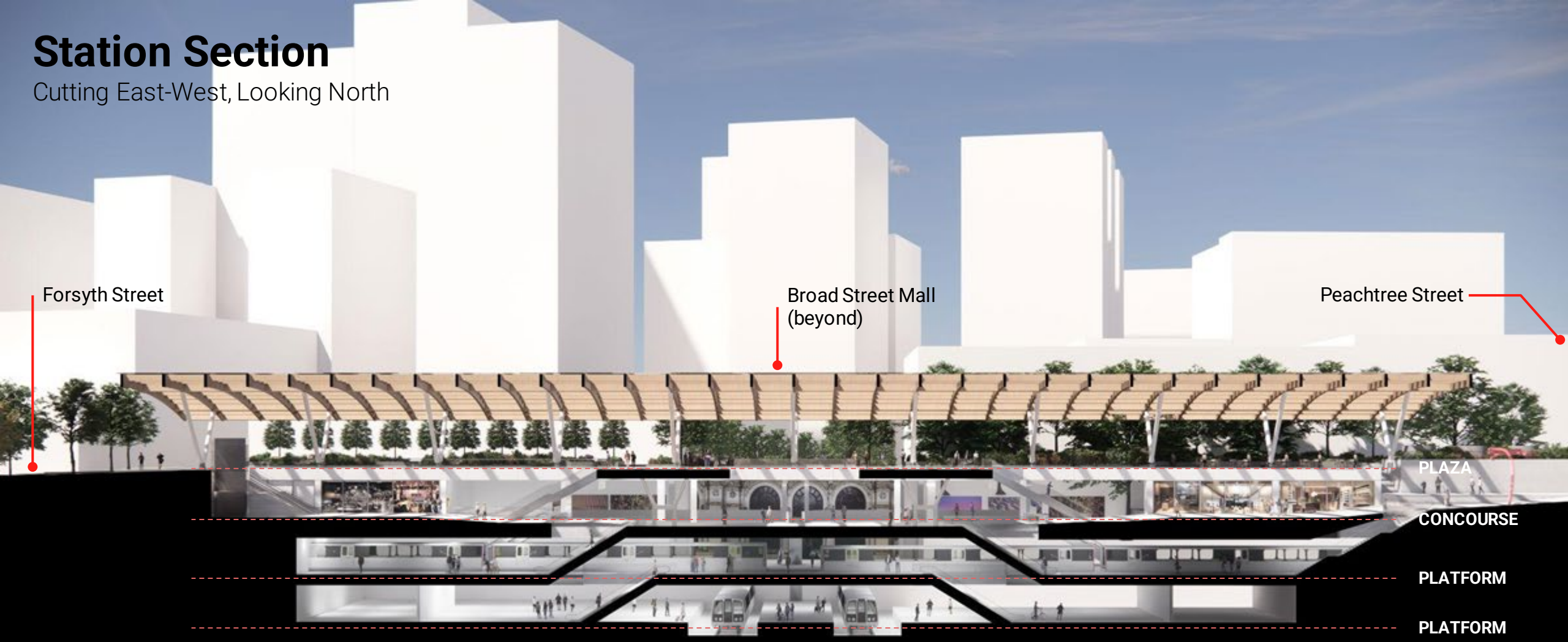

New Bus Stops (3)
Forsyth St
Pedestrianized Broad St Connection
Bike Racks
Shaded Plaza
New Street Trees
Station Soccer
Alabama St
Shaded Plaza
Community Garden
New Bus Stops (5)
Peachtree St
Plaza on Peachtree
Native Plantings

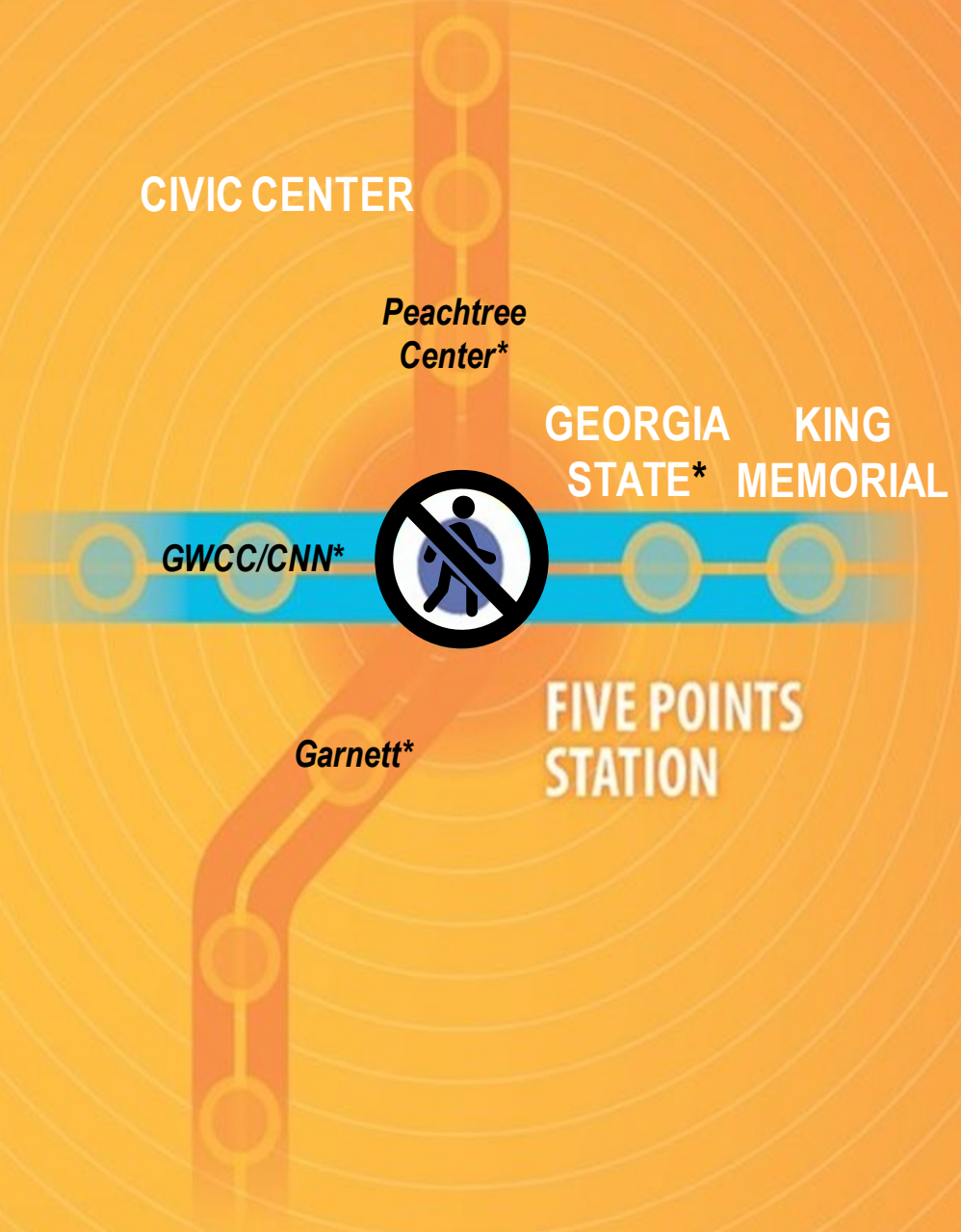
Station Section

Street Level Cutting North-South, Looking West

Station Section

Cutting East-West, Looking North

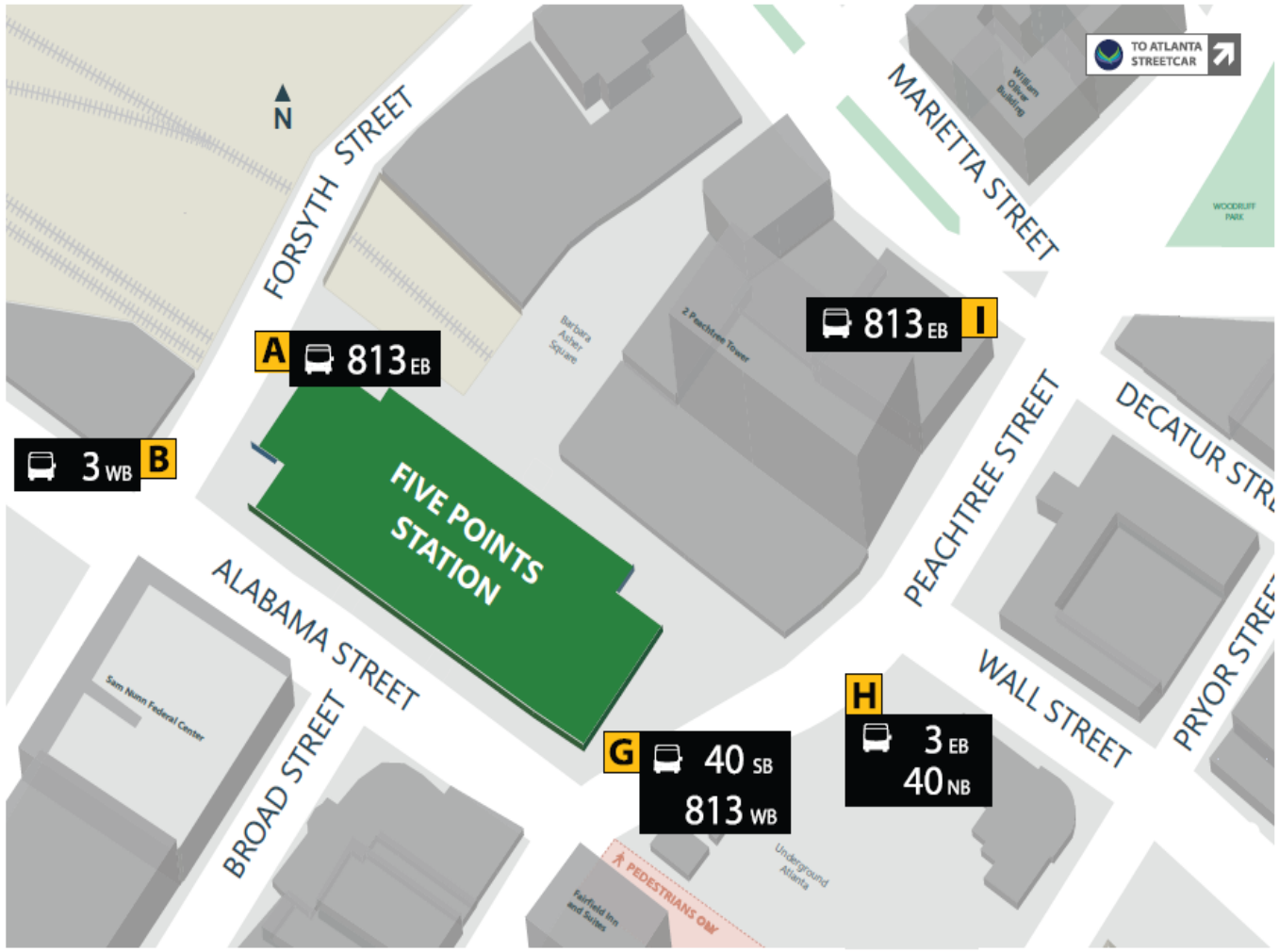




Bus Relocation

Rail Station	Bus Routes Detoured
Georgia State	21 – Memorial Dr 42 – Pryor Rd 49 – McDonough Blvd 55 – Jonesboro Rd 186 – Rainbow Dr/South DeKalb
King Memorial	26 – Marietta St/Perry Blvd 899 – Old Fourth Ward
Civic Center	816 – North Highland Ave

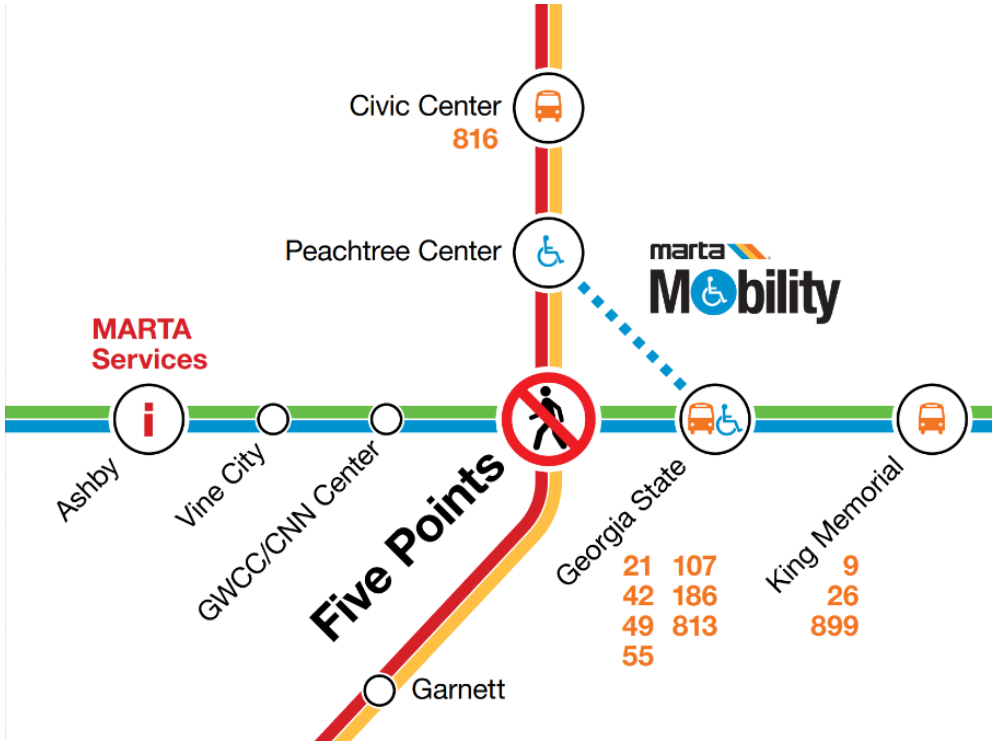
Five Points Transformation Bus Stop Locations



- Five Points is within ½ mile of 4 adjacent stations
- Three bus routes continue to operate through the area during the station closure

- Route 3 – Martin Luther King Jr Dr/Auburn Ave
- Route 40 – Peachtree St/ Downtown
- Route 813 – Atlanta University Center

Elevator Transfers



Westbound to Northbound
Northbound to Westbound

Stair & Escalator Transfer: No Change
Elevator Transfer: No Change

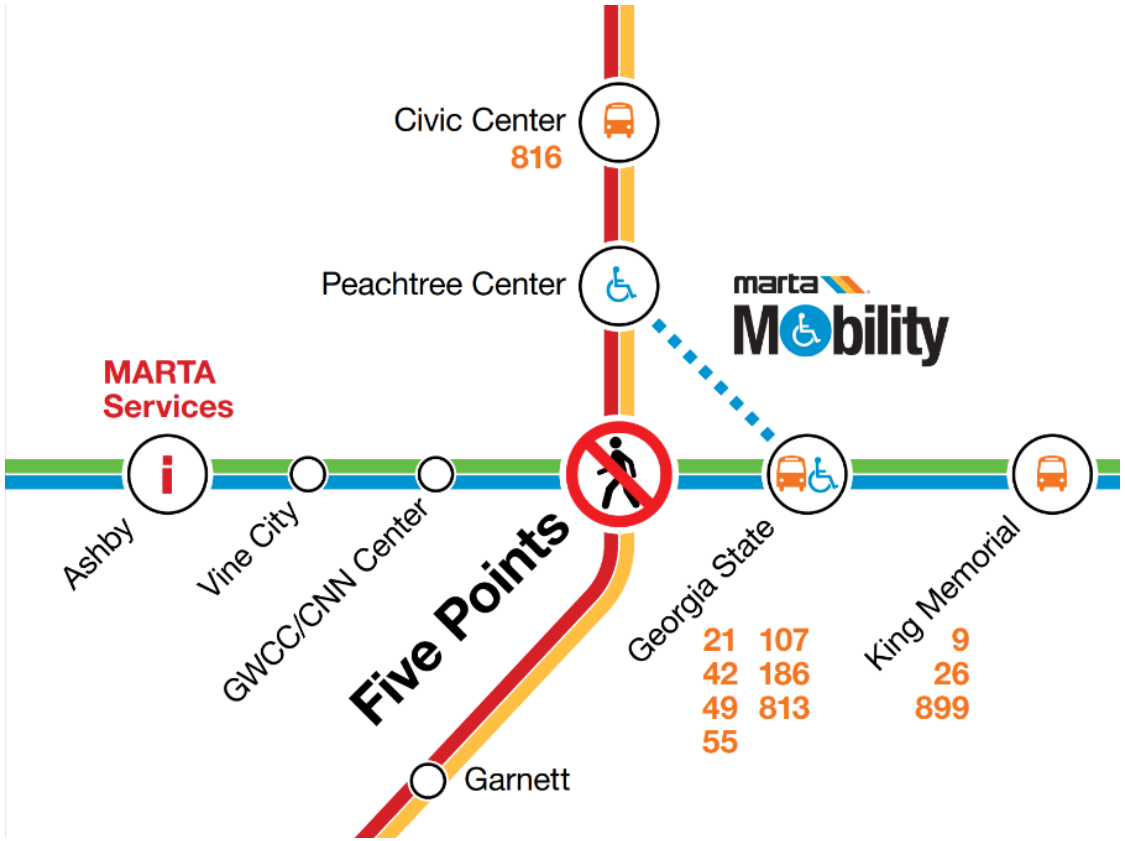
Eastbound to Southbound
Southbound to Eastbound

Stair & Escalator Transfer: No Change
Elevator Transfer: No Change

MARTA Mobility Shuttle

- Operates on load and go basis between Georgia State and Peachtree Center.
- 3 shuttles in circulation throughout service hours.

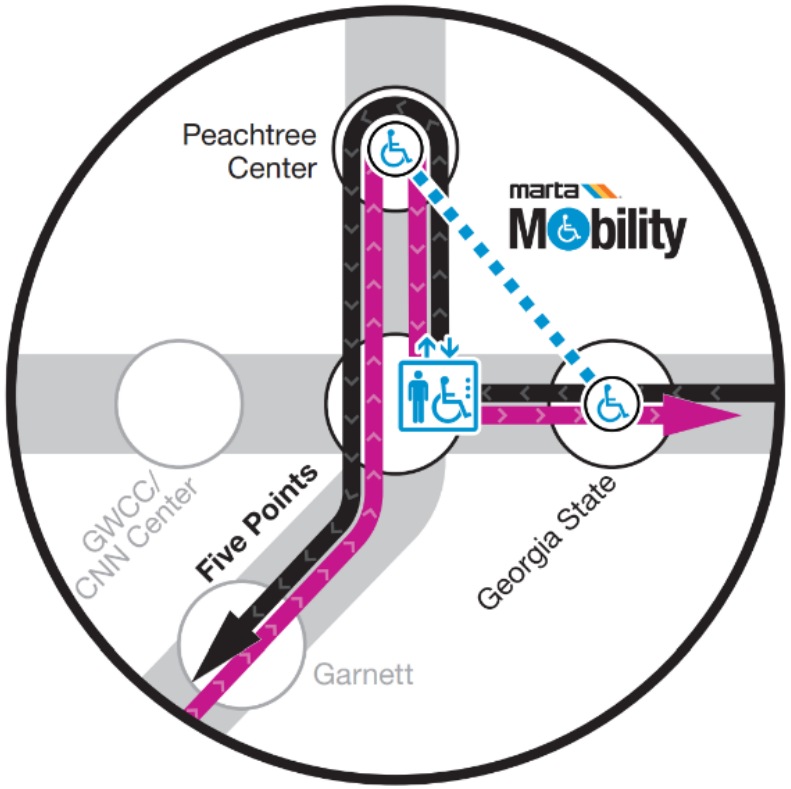
Five Points Transfers: Modeling Customer Journeys



Methods

- Customer Experience team completed timed walk-throughs for each Five Points directional transfer
  - Walk throughs took place on weekdays between the hours of 8am – 5pm
  - Transfer times will increase on weekends and during single-tracking
- Developed scenarios for different types of customers and their needs (wheelchair use, traveling with bikes, traveling with children)

Elevator Transfers



Westbound to Southbound

Stair & Escalator Transfer: No Change

Elevator Transfer (+8 min):

- At Five Points, use elevator to transfer **Northbound** to Peachtree Center.
- At Peachtree Center, transfer **Southbound**

OR Exit Georgia State and use MARTA Mobility Shuttle to Peachtree Center (+31 min).

Northbound to Eastbound

Stair & Escalator Transfer: No Change

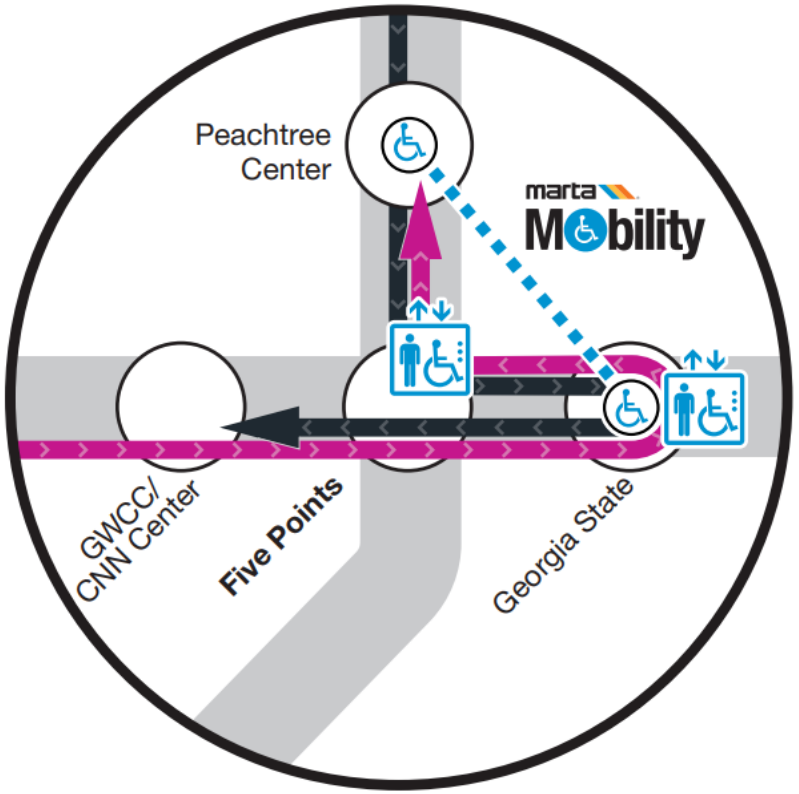
Elevator Transfer (+8 min):

- Do not get off at Five Points. Continue **Northbound** to Peachtree Center.
- At Peachtree Center, transfer **Southbound**.
- At Five Points, use elevator to transfer **Eastbound.**

OR Continue Northbound to Peachtree Center and use MARTA Mobility Shuttle to Georgia State (+35 min)

*** Assumes low elevator traffic, 5 min wait on platforms**

Elevator Transfers



Southbound to Westbound

Stair & Escalator Transfer: No Change

Elevator Transfer (+11 min):

- At Five Points, use elevator to transfer **Eastbound** to Georgia State
- At Georgia State, use elevator (x2) to transfer Westbound

OR Exit Peachtree Center and use MARTA Mobility to Georgia State (+31 min)

Eastbound to Northbound

Stair & Escalator Transfer: No Change

Elevator Transfer (+11 min):

- Do not get off at Five Points, continue **Eastbound** to Georgia State
- At Georgia State, use elevator (x2) to transfer **Westbound** to Five Points
- At Five Points, use elevator to transfer **Northbound**

OR Exit Georgia State and use MARTA Mobility to Peachtree Center (+35 min)

*** Assumes low elevator traffic, 5 min wait on platforms**

Ashby Station Relocation

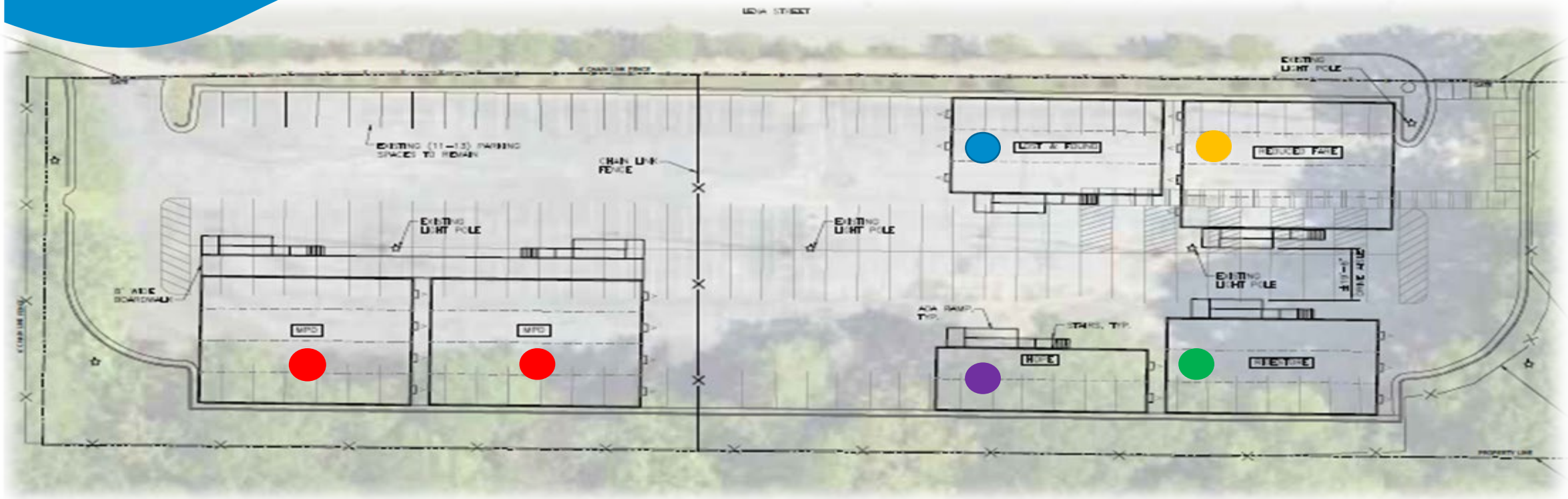
MARTA Police Central Precinct (west line) – coverage maintained in station

Lost and Found

Reduced Fare

Ride Store

MARTA HOPE



Peachtree Entrance

Aerial Looking North West

Concourse Center

Looking North

Alabama Street
Forsyth Street

Forsyth Entrance

Street Looking Southwest

Closing During Construction

FIVE POINTS FARM

A MARTA MAKEOVER COMMUNITY GARDEN

marta market

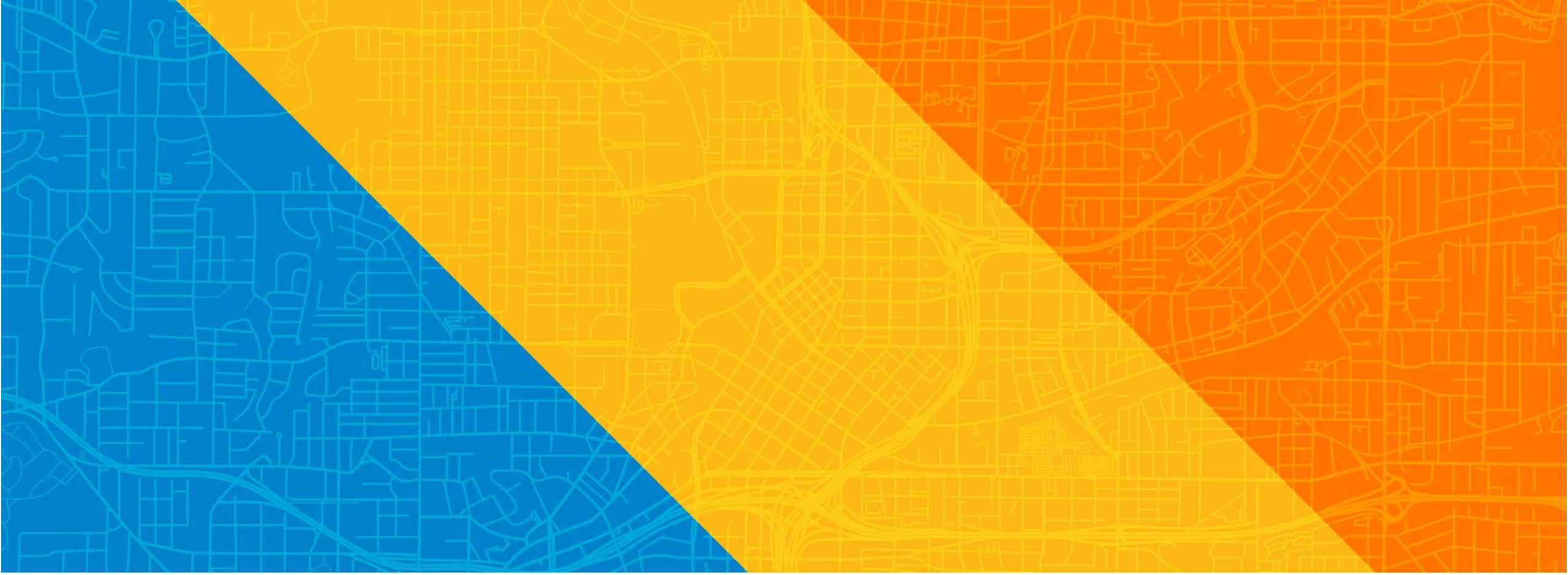
Station Soccer Atlanta

Connecting communities through transit, soccer, and leadership training.

Public Engagement

SEEmarta®
ServiceExperienceExpansion

- Extensive canvassing and signage on stops of affected bus routes
- Customized fliers for each bus route with information about detour and new stop locations
- New signage and wayfinding throughout Five Points and all stations receiving bus detours
- Major advertising campaign on all MARTA platforms, as well as paid advertising on TV/radio
- Ambassador presence at all locations from beginning of closure through the first month
- Police coverage on platforms at Five Points and stations receiving bus detours



Thank You